

**Amendments to the Claims:**

The following listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Currently Amended) An evaluation apparatus for evaluating activities of a plurality of groups to be evaluated, the apparatus comprising:

a survey unit configured to inquire directly to the groups concerning activities performed by the groups, each of the activities include one or more concepts,

wherein the survey unit is configured to aggregate plural responses received from the groups into survey result information;

a survey result storing unit configured to store the survey result information;

and

an analysis and evaluation unit having a concept analysis unit and an evaluation unit,

wherein the concept analysis unit is configured to examine activity data included in the survey result information, to perform an analysis of the concepts that are used for the activities by the groups, and to generate concept data representing a common concept shared by the groups, and

the evaluation unit is configured to calculate a strength of influence and an extent of influence, for each of the groups, based on the activities, the concepts or the groups, or any arbitrary combination ~~thereof~~ thereof,

wherein the strength of the influence and the extent of the influence are calculated, for each group, by matching activity data indicating the activities of each group or the concept of each group to activity data indicating the activities of another one of the groups and the concept of said another one of the groups and examining as to whether or not a word

representing a common concept in each group is included in the activity data or the concept of said another one of the groups.

2. (Previously Presented) The evaluation apparatus as claimed in claim 1, wherein the activity data include partner group data representing groups that have acted as partners for the activities, and activity contents data representing contents of the activities, wherein the concept analysis unit analyzes the activity contents data included in the activity data, and generates the concept data representing the concepts of the activities, and

wherein, based on 1) either or both of the activity contents data and the concept data, and 2) the partner group data, the evaluation unit evaluates a number of groups that are influenced by either or both of the activities and the concepts, a magnitude and a range of an influence, or scores of one or more arbitrary combinations of the number of groups, the magnitude of the influence, and the range of the influence.

3. (Previously Presented) The evaluation apparatus as claimed in claim 1, wherein the activities are propagation of information, wherein activity data includes information recipient data representing recipient groups of information and information contents data representing contents of the information that has been propagated,

wherein the concept analysis unit analyzes the information content data included in the activity data, and generates the concept data that represents a concept of the information that has been propagated, and

wherein, based on either or both of 1) the information content data and the concept data, and 2) recipient group data, the evaluation unit evaluates a number of groups that are influenced by either or both of the information and the concepts, a magnitude and a

range of an influence, or one or more scores of one or more arbitrary combinations of the number of groups, the magnitude of the influence, and the range of the influence.

4. (Previously Presented) The evaluation apparatus as claimed in claim 1, wherein the activities are psychological activities,

wherein activity data includes object group data representing objects for the psychological activities, and psychological activity contents data that represents contents of the psychological activities,

wherein the concept analysis unit analyzes the psychological activity content data included in the activity data, and generates the concept data that represents concepts of the psychological activities, and

wherein, based on 1) either or both of the psychological activity contents data and the concept data, and 2) the object group data, the evaluation unit evaluates a number of groups that are influenced by either or both of the psychological activities and the concepts, a magnitude of an influence and a range of the influence, or one or more scores of one or more arbitrary combinations of the number of groups, the magnitude of the influence and the range of the influence.

5. (Previously Presented) The evaluation apparatus as claimed in claim 1, wherein the groups are either or both of members and organizations that include one or more components.

6. (Currently Amended) An evaluation method for evaluating activities of a plurality of groups comprising:

surveying groups concerning the activities the groups have undertaken, each of the activities having included one or more concepts and each of the activities having been performed by a group;

extracting activity data that are included in responses to the surveys received from the groups;

analyzing the concepts that are used for the activities performed by the groups;

generating concept data that represent the concepts obtained by results of the analyzing; and

calculating a strength of influence and an extent of influence, for each of the groups, based on the activities, the concepts, or the groups, or any arbitrary combination thereof; ~~thereof~~.

wherein the strength of the influence and the extent of the influence are calculated, for each group, by matching activity data indicating the activities of each group or the concept of each group to activity data indicating the activities of another one of the groups and the concept of said another one of the groups and examining as to whether or not a word representing a common concept in each group is included in the activity data or the concept of said another one of the groups.

7. (Previously Presented) The evaluation method as claimed in claim 6, wherein the activity data include partner group data representing groups that have acted as partners for the activities, and activity contents data representing contents of the activities, and

wherein the method further comprises:

analyzing the activity contents data included in the activity data;

generating concept data representing the concepts of the activities; and

evaluating, based on 1) either or both of the activity contents data and the concept data, and 2) the partner group data, a number of groups that are influenced by either or both of the activities and the concepts, a magnitude and a range of an influence, or one or more scores of one or more arbitrary combinations of the number of groups, the magnitude of the influence, and the range of the influence.

8. (Previously Presented) The evaluation method as claimed in claim 6, wherein the activities are propagation of information,

wherein the activity data include information recipient data representing recipient groups of information and information contents data representing contents of the information that has been propagated, and

wherein the method further comprises:

analyzing the information content data included in the activity data;

generating the concept data that represents one or more concepts of the information that has been propagated; and

evaluating, based on 1) either or both of the information content data and the concept data, and 2) the recipient group data, a number of groups that are influenced by either or both of the information and the concepts, a magnitude and a range of an influence, or one or more scores of one or more arbitrary combinations of the number of groups, the magnitude of the influence, and the range of the influence.

9. (Previously Presented) The evaluation method as claimed in claim 6, wherein the activities are psychological activities,

wherein the activity data include an object group data representing objects for the psychological activities, and psychological activity contents data that represent contents of the psychological activities, and

wherein the method further comprises:

analyzing the psychological activity content data included in the activity data;

generating concept data that represents the concepts of the psychological activities; and

evaluating, based on 1) either or both of the psychological activity contents data and the concept data, and 2) the object group data, a number of groups that are

influenced by either or both of the psychological activities and the concepts, a magnitude of an influence and a range of the influence, or one or more scores of one or more arbitrary combinations of the number of groups, the magnitude of the influence and the range of the influence.

10. (Previously Presented) The evaluation method as claimed in claim 6, wherein the groups are either or both of members and organizations that include one or more components.

11. (Currently Amended) A computer-readable medium including a program for a computer to evaluate activities of a plurality of groups to be evaluated, the program making the computer to perform a process comprising:

surveying groups concerning the activities the groups have undertaken, each of the activities having included one or more concepts and each of the activities having been performed by a group;

extracting activity data that are included in responses to the surveys received from the groups;

analyzing the concepts that are used for the activities performed by the groups;

generating concept data that represent the concepts obtained by results of the analyzing; and

calculating a strength of influence and an extent of influence, for each of the groups, based on the activities, the concepts, or the groups, or any arbitrary combination thereof.~~thereof,~~

wherein the strength of the influence and the extent of the influence are calculated, for each group, by matching activity data indicating the activities of each group or the concept of each group to activity data indicating the activities of another one of the groups and the concept of said another one of the groups and examining as to whether or not a word

representing a common concept in each group is included in the activity data or the concept of said another one of the groups.

12. (Previously Presented) The computer-readable medium as claimed in claim 11, wherein the activity data include partner group data representing groups that have acted as partners for the activities, and activity contents data representing contents of the activities, and

wherein the program further making the computer to perform the process comprising:

analyzing the activity contents data included in the activity data;

generating concept data representing the concepts of the activities; and

evaluating, based on 1) either or both of the activity contents data and the concept data, and 2) the partner group data, a number of groups that are influenced by either or both of the activities and the concepts, a magnitude and a range of an influence, or one or more scores of one or more arbitrary combinations of the number of groups, the magnitude of the influence, and the range of the influence.

13. (Previously Presented) The computer-readable medium as claimed in claim 11, wherein the activities are propagation of information,

wherein the activity data include information recipient data representing recipient groups of information and information contents data representing the contents of the information that has been propagated, and

wherein the program further making the computer to perform the process comprising:

analyzing the information content data included in the activity data;

generating the concept data that represents one or more concepts of the information that has been propagated; and

evaluating, based on 1) either or both of the information content data and the concept data, and 2) the recipient group data, a number of groups that are influenced by either or both of the information and the concepts, a magnitude and a range of an influence, or one or more arbitrary combinations of the number of groups, the magnitude of the influence, and the range of the influence.

14. (Previously Presented) The computer-readable medium as claimed in claim 11, wherein the activities are psychological activities,

wherein the activity data includes an object group data representing objects for the psychological activities, and psychological activity contents data that represents contents of the psychological activities, and

wherein the program further making the computer to perform the process comprising:

analyzing the psychological activity content data included in the activity data;

generating concept data that represents the concepts of the psychological activities; and

evaluating, based on 1) either or both of the psychological activity contents data and the concept data, and 2) the object group data, a number of groups that are influenced by either or both of the psychological activities and the concepts, a magnitude of an influence and a range of the influence, or one or more scores of one or more arbitrary combinations of the number of groups, the magnitude of the influence and the range of the influence.

15. (Previously Presented) The computer-reasonable medium as claimed in claim 11, wherein the groups are either or both of members and organizations that include one or more components.



16. (Previously Presented) The evaluation apparatus according to claim 1, wherein:

the inquiry unit is configured to inquire members of each group about one or more activities performed by the members of each group, and

the concept analysis unit is configured to examine activity data included in responses received from the members of each group and to perform analysis of one or more concepts that are used for the activities performed by the members of each group.

17. (Previously Presented) The evaluation method according to claim 6, wherein:

the directing directs inquiries to members of each group about one or more activities performed by the members of each group,

the examining examines activity data that are included in responses to the inquiries received from the members of each group, and

the analyzing analyses concepts that are used for the activities performed by the members of each group.

18. (Previously Presented) The computer-readable medium according to claim 11, wherein:

the directing directs the inquiries to members of each group about one or more activities performed by the members of each group,

the examining examines activity data that are included in responses to the inquiries received from the members of each group, and

the analyzing analyses concepts that are used for the activities performed by the members of each group.